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ABSTRACT

With the emphasis on the development of a career education program and its integration into the existing school curricula, the guide's purpose is to identify for K-12 teachers selected career education instructional materials which can be used for the purpose of implementing a classroom oriented career awareness program. These materials collectively provide students with a wide variety of sensory as well as affective, cognitive, and psychomotor domain information and experiences. The first part of the document focuses on the K-6 grade levels with a listing of filmstrips, films, cassettes, posters, booklets, multimedia kits, and pupil books. The second part of the document focuses on the 7-12 grade levels with a listing of such instructional materials as filmstrips, booklets, textbooks and manuals, cassettes, transparencies, workbooks, and multimedia kits. Each listing provides a brief description of the materials and the publisher. Also provided after each section is a list of the addresses from which the materials can be obtained. (Author/BP)

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CAREER EDUCATION INSTRUCTIONAL MATERIALS GUIDE FOR TEACHERS: KINDERGARTEN THROUGH GRADE TWELVE

Richard Peters, Ed.D.

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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ABOUT THE AUTHOR

Richard Peters is currently Director of the New Hampshire Supervisory School Union 58 EXPERIMENTAL SCHOOLS project. Funded by the National Institute of Education for a period of three years; July 1973 - June 1976, the Union 58 Project Rural oriented ES project has as its main goal the development of a community centered school instructional program which is enriched by the development of comprehensive (Kindergarten through grade twelve) career/vocational education, language arts and environmental education programs.

He received his Bachelor of Science in Education and Masters of Education degrees from the University of Maine, Orono. The Doctor of Education degree was granted by the University of Rochester, New York, 1971.

Dr. Peters has worked as curriculum researcher for an ESEA Title III inner city program and was responsible for the development of a grades 7-9 career awareness program using community resource facilities (1968-1969) as well as Director of ESP - responsible for the development of a K-12 career education program which employs observation, self awareness, hands-on experiences and on-the-job training for purposes of skills acquisition and skills application.

July 1975

STATEMENT OF PURPOSE.

During the past decade, an emphasis has been placed on the development of career education programs and their integration into existing school curricula.

Today, most established programs are striving to develop student awareness regarding a diversity of occupations and to provide students with hands-on experiences for both skills development and application.

The purpose of this guide is to identify for K-12 teachers selected career education instructional materials which can be used for purposes of implementing a classroom oriented awareness program. Considered collectively, these materials provide students with a wide variety of sensory as well as affective, cognitive and psycho-motor domain information and experiences.

SELECTED INSTRUCTIONAL MATERIALS

Focus on Self-Development (K-2)

- Stage One: Awareness - Focus on Self-Development: to develop student awareness of self, others and the environment.
  - pupil books
  - spirit masters
  - filmstrips
  - cassettes
  - posters

(Science Research Associates, Inc.)

DUSO Kit D-1 (K-3)

This kit contains a manual, story books, posters, records or casettes, hand puppets, puppet activity cards and role playing activity cards. The topics are:

- Understanding and Accepting Self
- Understanding Feelings
- Understanding Others
- Understanding Independence
- Understanding Goals and Purposeful Behavior
- Understanding Choices and Consequences

(American Guidance Service, Inc.)

Community Helpers Activities (K-3)

Posters and spirit masters in:

- Gasoline Man
- Barber
- Postman
- Milkman
- Baker
- Waitress

- Druggist
- Carpenter
- Tree Surgeon
- Moving Man
- Shoe Repairman
- Telephone Operator
- Supermarket Checker

(Instructor Publications)

EBE Career Kits: multimedia kits designed to develop career awareness - using sound filmstrips, hands-on materials, posters, role playing activities and skills masters. (K-3)

- Rusty the Construction Worker
- Freddy the Fireman
- Maxi the Taxi Driver
- Larry the Letter Carrier
- Nellie the Nurse
- Barney the Baker

(Encyclopaedia Britannica Educational Corp.)

Community Workers films (K-3)

- Doctor
- Dentist
- School Nurse
- Librarian
- Postman
- Sanitation Workers
- Policeman
- Fireman

(Denoyer-Geppert Audio-Viauals)

Comprehensive Career Education System: (K-6)

to integrate career education into existing classroom curricula. 150 career units are built around the following concepts:

- Appreciation and Attitudes
- Self Awareness
- Decision Making
- Career Awareness
- Educational Awareness
- Economics Awareness
- Skills Awareness - Beginning Competence
- Employability Skills

(Educational Properties)

Career Development for Children Project: (1-3)

to discover self in the areas of work and play - using story flipbooks, study prints, sound filmstrips, audio cassettes. The topics include:

- Knowing People by their Physical Characteristics
- Knowing People by what They Do
- The Meaning of Work and Play

(McKnight Publishing Company)

Early Careers: a sound filmstrip series to acquaint students with the world of occupations. (1-4)

- Careers at a Telephone Company
- Careers in a Bank
- Careers in Computers
- Careers in a Department Store
- Careers with a Television Station
- Careers in a Medical Center

. Careers with a Police Department

(Mafex Associates,Inc.)

People Who Work films. (1-4)

. People Who Work in Factories
. People Who Work in Stores
. People Who Work in Offices

(Coronet Instructional Media)

What Do People Do? sound filmstrip series. (1-6)

. My Mother Runs A Machine
. My Father's A Mechanic
. My Father's An Electrician
. My Father's A Teacher
. My Mother Works in an Office
. My Father's A Salesman
. My Mother's A Homemaker
. My Father's A Veterinarian
. My Mother's An Artist
. My Father Works in an Office
. My Mother's in Advertising

(Mafex Associates,Inc.)

Popeye Career Awareness: a series of 15 comic-style books which discuss manufacturing, transportation, communications, construction, public service, etc . (2-6)

(Mafex Associates, Inc.)

The Wonderful World of Work sound filmstrips (4-6)

- Technical and Industrial Workers
- Electrical Workers
- Telephone Workers
- Gas and Oil Workers
- Distributive Occupations
- Office Occupations
- Health Services
- Natural Resources

(Denoyer-Geppert Audio-Visuals)

Employment Posters (4-6)

- Ways to Learn About Jobs
- You and the Interview
- How to Succeed on the Job
- Getting Along with Others
- Why People Lose Jobs
- Looking for a Part-time Job
- Full Time Jobs I Can Choose

(Mafex Associates,Inc.)

Career Awareness Program: sound filmstrips (4-6)
for student exposure to the value of work.

- Satisfying Basic Needs
- Work and the Family
- The Community and How It Functions
- The Value of Things
- Rich and Poor
- Ways of Working
- What Do You Want To Be?

(Scott Graphics,Inc.)

People At Work sound filmstrips (4-6)

- People At Work (parts 1 and 2)
- So Many Jobs to Think About
- Father's Work
- Mother's Work
- Where Does It Come From?
- How Do You Feel?
- What Do You Think?
- They Need Me

(Learning Resources Company)

Exploring Careers: a series of sound filmstrips in which workers demonstrate their jobs and discuss advantages and disadvantages. (5-6)

- The Telephone Installer
- The Broadcast Technician
- The Newspaper Reporter
- The Automotive Mechanic
- The Airline Cabin Attendant
- The Long Haul Truck Driver

(Singer Society for Visual Education, Inc.)

Career Education cassette tapes (5-6)

- Careers in the Health Services
- Careers in Transportation and Communications Services
- Careers in Sales and Service Occupations
- Careers in the Sciences
- Careers in Business Occupations
- Careers in Various Trades Occupations
- Careers in Machining and Mechanic Occupations

(Educational Research, Inc.)

SELECTED MATERIALS SOURCES

American Guidance Service, Inc.
Publisher's Building
Circle Pines, Minnesota 55014

Career Futures, Inc.
2100 Locust Street
Philadelphia, Pennsylvania 19103

Changing Times Education Services
1729 H Street, N.W.
Washington, DC 20006

Coronet Instructional Media
65 East South Water Street
Chicago, Illinois 60601

Denoyer-Geppert Audio-Visuals
5235 N. Ravenswood
Chicago, Illinois 60640

Educational Properties, Inc.
P.O. Box DX
Irvine, California 92664

Educational Research, Inc.
2916 Independence Avenue
Shreveport, Louisiana 71109

Encyclopaedia Britannica Educational Corp.
425 North Michigan Avenue
Chicago, Illinois 60611

Instructor Publications, Inc.
Dansville, New York 14437

Learning Resources Company
Post Office Drawer 3709 - Dept. 51
Lakeland, Florida 33802

Mafex Associates, Inc.
111 Barron Avenue
Johnstown, Pennsylvania 15906

McKnight Publishing Company
Box 2854 - Dept. 3
Bloomington, Illinois 61701

Oxford Films
1136 N. Las Palmas Avenue
Los Angeles, California 90038

Science Research Associates, Inc.
259 East Erie Street
Chicago, Illinois 60611

Scott Graphics, Inc.
Holyoke, Massachusetts 01040

Singer Society for Visual Education, Inc.
1345 Diversey Parkway
Chicago, Illinois 60614

Westinghouse Learning Corp.
100 Park Avenue
New York, New York 10017

Career Education Clusters sound filmstrips (7-8)

(Westinghouse Learning Corp.)

All About Jobs: a series of student workbooks which contain what students need to know about getting and holding a job. (7-8)

(Mafex Associates,Inc.)

Finding Your Orbit Exploratory Kit: for occupational awareness. (7-8)

(Chronicle Guidance Publications)

Career Clusters: An Introduction to Related Occupations: students are introduced to 15 occupational clusters including: (7-8)

- Transportation Careers
- Manufacturing Careers
- Communications and Media Careers
- Marketing and Distribution Careers

(Mafex Associates,Inc.)

EXPO 10: Exploring Career Interests: to explore a wide variety of occupations and careers in career clusters. (7-8)

(Science Research Associates)

Career Mini-Strips: 18 jobs in 3 occupational clusters are discussed. (7-9)

- Health Occupations: dental technician, dietician, hospital administrator, lab technician, licensed practical nurse, medical assistant.

- Public Service Occupations: corrections officer, employment counselor, guidance counselor, health inspector, social psychologist and urban planner.

- Transportation Occupations: systems analyst, co-pilot, diesel mechanic, mechanical engineer, ticket agent and truck driver.

(Westinghouse Learning Corporation)

Junior Guidance Series Booklets: to expose students to the world of work. (7-9)

- Exploring The World of Jobs
- High School Ahead
- How To Talk Better
- The Job in Your Future
- Your Abilities

(Science Research Associates, Inc.)

Comprehensive Career Education System: to integrate career education with classroom curricula. 150 career education learning units in: (7-12)

- Appreciation and Attitudes
- Self Awareness
- Decision-making
- Career Awareness
- Educational Awareness
- Economics Awareness
- Skill Awareness - Beginning Competence
- Employability Skills

(Educational Properties)

Job Family Series: 20 study booklets and cassettes. (7-12)

- Agribusiness and Natural Resources
- Business Offices
- Communications and Media
- Construction
- Environment
- Health
- Manufacturing
- Marketing and Distributing
- Transportation
- Education
- Science
- Mechanical Work

(Science Research Associates)

Succeeding At Work: 105 coping transparencies. (9-12)

- Making Friends At Work
- Good Manners At Work
- Learning More About Your Job
- Following the Rules
- Keeping Safe at Work
- Keeping Healthy at Work

(Mafex Associates,Inc.)

Career Directions Kits: booklets, records or cassettes, filmstrips. (9-12)

- Deciding On Your Career
- Choosing The Kind of Job You Want
- Entering The Job Market
- Staying With It and Getting Ahead

(Changing Times Education Service)

The Talking Handbook of American Occupations: (9-12)
a series of 60 tapes about career information.

- Cooks - Chefs
- Hospital Attendants
- Truck Driver
- Machinists
- Telephone Craftsman
- Iron and Steel Industry

(Mafex Associates,Inc.)

Entering The Occupation World: sound filmstrips (9-12)
which deal with topics such as:

- The Retail Trades
- Banking Occupations
- Your Career in Sales
- Occupations in Trucking
- Careers in Clothing
- The Auto Repair Trades
- Office Occupations

(Mafex Associates,Inc.)

Career Lab: A Career Exploration Program (9-12)

- Your Personality
- Your Hobbies and Interests
- Work! What's It All About
- Your Needs Influence Career Choices
- Trying Jobs Out
- Job Interviews Are Important To Your Success
- What Are Your Next Plans?

(Westinghouse Learning Corp.)

Career Education Mini Course Units (10-12)

- Health Care Careers
- Business and Office Careers
- Hospitality/Recreation Careers
- Communications Careers
- Manufacturing Careers
- Construction Careers

(McKnight Publishing Company)

Career Exploration Series: 20 sound filmstrip units in areas such as: (10-12)

- Repair and Maintenance
- Food Services
- Public Utilities
- Electronics
- Trucking

(Acoustifone)

Text books and manuals: (10-12)

- Small Engine Repair
- Auto Mechanics Fundamentals
- Auto Service and Repair
- Drafting for Industry
- Exploring Drafting
- Blueprint Reading for Industry
- Wood Projects
- Metal Projects

- Machining Fundamentals
- All About Small Gas Engines
- Modern Welding
- Modern Metal Working
- Modern Carpentry
- Auto Body Repairing and Repainting

(Goodheart-Willcox Company)

SELECTED MATERIALS SOURCES

Acoustifone
North Hollywood, California
91609

Baker and Taylor Company
Box 230
Momence, Illinois
60954

Changing Times Education Service
1729 H Street, N.W.
Washington, DC
20006

Chronicle Guidance Publications, Inc.
Moravia, New York
13118

Delmar Publishers
P.O. Box 5087
Albany, New York
12205

Educational Properties, Inc.
P.O. Box DX
Irvine, California
92664

Goodheart-Willcox Company, Inc.
123 W. Taft Drive
South Holland, Illinois
60473

Mafex Associates, Inc.
111 Barron Avenue
Johnstown, Pennsylvania
15906

McKnight Publishing Company
Box 2854
Bloomington, Illinois
61701

National Educational Media, Inc.
15250 Ventura Blvd.
Sherman Oaks, California
91403

Science Research Associates, Inc.
259 East Erie Street
Chicago, Illinois
60611

Singer Education Systems
3750 Monroe Avenue
Rochester, New York
14603

Westinghouse Learning Corporation
100 Park Avenue
New York, New York
10017

OTHER IDEAS

In addition to the utilization of commercially produced instructional materials for purposes of program development and implementation, teachers can use other learning activities in order to affect student career awareness and exposure.

1. Students are exposed vicariously to community resource sites via filmed or video taped field trip tours.

2. Guest speakers go into classrooms to discuss their jobs with students.

3. Students make posters to depict different occupations.

4. Students research occupations and make class reports.

5. Students establish an assembly line and mass produce a product.

6. Students role play different workers that they have researched.

7. Students tour community resource sites directly.

8. Students go out into the community - in study groups - equipped with cameras and cassettes to record day-to-day occupational tasks of selected community workers. These community studies provide the basis of a graphic studies library related to career education.

9. Students are placed at area worksites for purposes of skills development and/or application.

10. Students are involved in classroom-oriented elective mini courses. These experiences provide opportunities for both skills development and skills application.